



Executive Management Conference:

Leading Your Seaport to Prosperity May 7-11, 2012

Effective Communications and Outreach Speakers:

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Effective Communications and Outreach - Why do it?





Value of Effective Communications and Outreach:

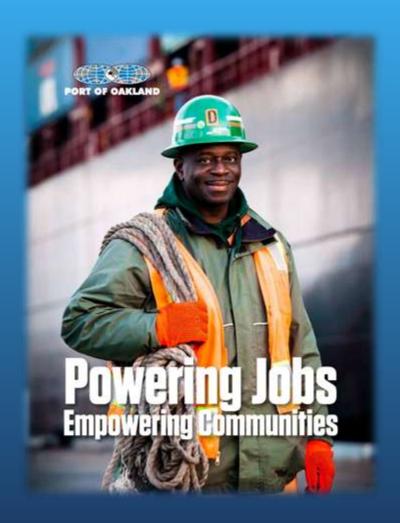
- Build Trust
- Good Stakeholder Relations
- Reputation Management







What is your goal? (desired outcome)





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#Ports/Dakland

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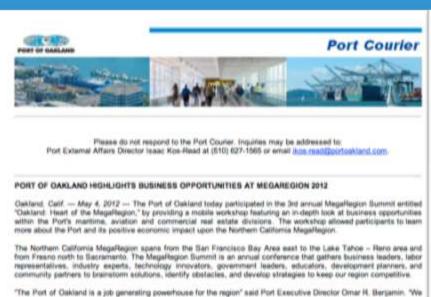


Examples of goals:

- Political support for transportation funding legislation
- Community support for Port infrastructure project
- <u>Defeat a local proposal</u> that would impede/reduce Port competitiveness
- Protect Port reputation facing public/community challenge
- Promote Port as delivering community benefits



Internal and External Communications - what's the difference?



want to continue educating our communities, industry leaders and business partners on how we can work together to

create an even stronger Port — creating more partnership opportunities, more trade, and more jobs."





Internal Communications

- Board
- Senior Managers
- Staff







External Communications

- •Customers, Tenants, Concessionaires and other Business Partners
- Community, Neighbors
- •Chambers, Electeds, Labor Leaders, and Trade Associations
- Other Government Agencies
- Industry
- Environmental, Redevelopment, and Workforce groups
- · General Public
- Media



Your Experience:

- Have you ever made a comprehensive
 Communications Plan or one for a specific issue?
- Have you ever worked from a Communications Plan?
- What was the purpose of your Plan?



Make a Plan!

Communications Plan +
Implementation = Effectiveness
What are the components of a
Communications Plan?





Communications Plan Must-Haves Part I

- Situation
- Background
- Purpose
- Goal (Desired Outcome)



Rapid Fire Group Exercise Part I:

- Break into groups
- Select an issue (use one that will help a member port)
- Put together brief situation and background
- Determine purpose
- Select a goal

Communications Plan Must-Haves Partiant II

- Communications Strategy
 - 1. Pro-active
 - 2. Reactive
 - 3. Mix of both
- Target Audiences (identify)
- Methodology
 - 1. Tools
 - 2. Tactics
- Deliverables



Strategy

- Pro-active Frame your message before "they do"
- •Reactive
 Response-only mode to reduce visibility
- Mix of both
 Shape and implement your key messages prior to issue surfacing publicly

Respond-only mode when issue surfaces



Target Audiences

- Internal and External
- Determine specific audiences in each category to serve your purpose and goal

Staff, Electeds, Community?







Methodology

- 1. Clear and concise message points
- 2. Timely communications
- 3. Communications Tools

Collateral, Giveaways, Ads, Web, E-mail, Social Media, Videos, Public meetings, Events, Articles, Press Releases, Editorials, News Conference, Blogs, One-on-ones, Small Team/group Meetings, Surveys







Deliverables - Examples

- 1. Brochures
- 2. Media Advisory
- 3. Event
- 4. Press Release
- 5. News Conference









Rapid Fire Group Exercise (Part II)

Break into same groups and select:

- -- Communications Strategy
- -- Target Audiences (identify)
- -- Methodology
- --Deliverables
- --Three key messages



Conclusion:

Define issue,

determine goal

and then...

Make a Communications Plan!

